Topic:

A study of post - covid impact on consumer behavior towards Herbal & Ayurvedic Products in western Uttarpradesh.

IIMT University, Meerut

SYNOPSIS

Submitted

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INTRODUCTION

It is the study about the post covid -19 impact on consumer behavior towards herbal products and ayurvedic products. How the covid pandemic put impact on consumer perception regarding the use of herbal and ayurvedic products. The changing practices and buying behavior towards the herbal products and ayurvedic products. The study cover the geographical area of western uttarpradesh.(Places like Meerut , Ghaziabad, Noida , Muzaffarnagar, Bulandshahar, etc.)

It is the Quantitative , descriptive research study.

The ancient Indian medical system, also known as Ayurveda, is based on ancient writings that rely on a "natural" and holistic approach to physical and mental health. Ayurvedic medicine is one of the world's oldest medical systems and remains one of India's traditional health care systems. Ayurvedic treatment combines products (mainly derived from plants, but may also include animal, metal, and mineral), diet, exercise, and lifestyle.

The COVID-19 pandemic has created a global health crisis posing an unprecedented public health emergency. The number of deaths and people being infected are increasing daily throughout the globe. This situation is much more severe due to possible devastating situations because of several social and economic factors. Effective management to address this infection is still evolving and attempts are being made to integrate traditional interventions along with standard of care.

Ayurveda can certainly play a pivotal role to augment preventive measures provided in the guidelines by Ministry of Health and Family Welfare (MoHFW). The current understanding of COVID-19 indicates that good immune status is vital to prevention and to safeguard from disease progression.

Ayurveda means "knowledge of life" and is about 5,000 years old traditional Indian system of medicine. In the 21stcentury, Ayurvedic products seem to be the prime preference to attract the consumers in due course of its medicinal value and using pattern. Ayurvedic medicines and treatment are most trustable way to cure the unidentified and incurable diseases without having any side effects moreover it is a cost effective methods so people are willing to adopt to cure their diseases and seeking the Ayurvedic products in the market. The primary goal of Ayurvedic medicine is to help people live long, healthy and balanced lives without the need prescription drugs, complicated surgeries or suffering through painful conditions1 . Today Ayurveda is gaining a popular opportunity. The World Health Organization recognizes an Ayurvedic as an alternative system of medicines as a safest system of medicines. Ayurvedic products market in India has been growing at a robust pace over the last five years on account of increasing urbanization, improving consumer lifestyle, rising awareness about harmful effects of synthetic cosmetic products and allopathic medicines. Moreover, rising number of exclusive showrooms and increasing availability of Ayurvedic products at multi-branded stores is boosting sales of Ayurvedic products in the country. In addition, growing incidence of lifestyle diseases in India and COVID-19 Pandemic is increasing consumer inclination towards using Ayurvedic products

that are completely natural and are considered of minimal or zero side-effects. Sri Sri Ayurveda, Dabur and Patanjali dominated the country‟s Ayurvedic products market with a cumulative revenue share of more than 60%. However, with the planned entrance of new players with aggressive and innovative marketing campaigns, the market dynamics are expected to witness major changes in marketing mix of Ayurveda companies both existing and prospective in coming times. Global Ayurvedic Market is accounted for $3,428.0 million in 2015 and is expected to reach $9,791.0 million by 2022 growing at a CAGR of 16.2% from 2015 to 2022.Significance of Consumer Ayurvedic Product Buying Behavior has become vital at present time especially after COVID 19 outbreak. The demand for immunity boosters from India such as turmeric and Ayurvedic products has grown globally. Consumer satisfaction arises when the Ayurvedic products manufacturers provide them with benefits that satisfy their needs and wants. The Ayurvedic products needs of consumer begins from the infant to aged people. The Ayurvedic products are selected by the consumer according to their needs and climatic conditions. It was witnessing a strong growth in enquiries for key products, especially the immunity booster range including Chyawanprash, Honey, Giloy tablets, Giloy Churna and Ashwagandha capsules at present.

REVIEW OF LITERATURE

Ministry AYUSH (government of India) published immune-boosting measure for self-care in the pandemic. These guidelines contain the preventive homemade medicines/decoction. Spreading information about the significance of Ayurvedic medicine system. They are promoting to take herbal tea, Haldi milk to boost up the immunity during the pandemic. Kisan Shivajrao Desai (2014) in his study reveals that different factors have significant influence on buying behavior. Consumers preferred Ayurvedic products.

Consumers preferred Ayurvedic products and were also quality conscious. Debiprasad Mukherjee (2012) conducted a study entitled "Impact of celebrity endorsement on Brand Image". This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match. Prahlad and Ramaswamy (2000) have rightly stated that consumers are changing the dynamics of the market place. The market has become a forum in which consumers play an active role in creating and competing for value. Consumers are becoming a new source of competence for the corporation. The competence that consumers bring is a function of knowledge, skills and their willingness to lean and experiment and ability to engage in an active dialogue.

Sivaranjani (2019) study revealed that a large spectrum (92.0percent) of the consumers is well aware of Ayurvedic products through advertisement (42.7 percent), friends and relatives (32.0percent) and (10.7 percent) personal selling and exhibitions (6.7percent).

Usher Angora, Mukesh Sharma, Abhishek Agrawal, Ankur Kumar Agarwal, Amal Sharma, Harsh Verma, P. K. Tripathi. General Awareness on Allopathic, Ayurvedic and Homeopathic System of Medicine in Chhattisgarh, India. People prefer Ayurvedic medicine because of its efficacy and especially in case of long-term disease. And for Allopathic people responded that it is good in case of emergency and convenient to use.

Objective of work and Hypotheses

♦ Finding out of post - covid impact on consumer behavior towards Herbal & Ayurvedic Products in western Uttarpradesh.

♦ To compare the factors of buying behavior of consumers of selected Ayurveda companies.

♦To find out consumers interest towards immunity boosters products of herbal and Ayurveda.

♦To find out the consumption pattern of herbal and Ayurvedic products with or without the guidance of medical practicenar.

Hypotheses

Hypothesis Testing: Hypothesis have been created for objectives and tested as under:

H01: There is no significant correlation among buying behavior and COVID -19.

Ha1: There is significant correlation among buying behavior and COVID -19.

Methodology or work plan

It is the Quantitative , descriptive research study. Before conducting the survey several review articles, research and survey were studied. After the sufficient study a questionnaire will prepared. Then the questionnaire will circulated among the common consumers of all ages and gender through Google form and physical forms. Sample size will be 250. Then responses will be recorded and data of each and every question will be evaluated. Then the statics will prepared in the form of pie Chart and graphs.

Questionnaire:

S. no.	Questions	Responses
1	**NAME**	
2	**AGE**	
3	**GENDER**	Male Female Others
4	Educational Qualification	Below 10th 12th UG PG or above
5	Do you use Ayurvedic medicines for treatment of common disease like common, cough, allergy etc.?	Yes No
6	Do you use Ayurvedic medicines for the treatment of major disease like diabetes, arthritis, asthma, TB, migraine, depression etc.?	Yes No
7	Does advertisement of Ayurvedic product/medicine have some impact on you?	Yes No
8	Have you ever come across any side effect with the use of Ayurvedic medicine?	Yes No
9	Have you ever used herbal products to replace allopathic, medicine or any other prescription medicine?	Yes No
10	Do you consume Ayurvedic medicine along with Allopathic, Homeopathic and Unani medicines?	YES NO
11	Do you use herbal cosmetic products?	YES NO
12	Apart from herbal medication, do you take any other herbal health supplements?	YES NO
13	Do you think in future treatment will shift from Allopathic to Ayurvedic system?	YES NO
14	Rate the effectiveness of herbal product according to your experience?	0-2 (poor) 3-5 (good) 6-8 (very good) 9-10 (excellent)

15	How do you consume Ayurvedic medicine?	On doctor's prescription On advice from family and friends Take it on your own Others
16	What category/type of medication works best for you?	Ayurvedic allopathic Unani Homeopathic
17	Which brand do you prefer?	Patanjali Himalaya Dabur Other
18	According to you herbal medicines are costly or cheap in respect to other medicinal product?	Very cheap Cheap Costly Very costly
19	Based on what criteria do you prefer using herbal products?	Price Packaging Composition Brand
20	Who influenced you to use herbal product?	Family or friend Doctors or healthcare person Advertisement Others
21	What is your suggestion in order to increase public awareness of herbal product?	---

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Conclusion including the scope and limitations of study

♦ Conclusion of the study will be declared after the collection and analyses of the data.

♦ Scope of the study is to find out the preferences of the consumers towards herbal and Ayurvedic medicines over English medicines. Study will also helpful in determine the future trends and demands of the herbal and Ayurvedic products in western UP.It may also helpful to find out niche markets and new segments for herbal and Ayurvedic products.

♦ The main limitations of the study are :

Time factor,

Budget and

Limited secondary information available on the topic.